

**2012 HERMAN GOLDSTEIN AWARD
FOR EXCELLENCE IN PROBLEM-ORIENTED POLICING
“ARRIVE ALIVE” SOBER DRIVING COALITION PROGRAM
CALIFORNIA HIGHWAY PATROL, ARROWHEAD AREA**

1. Summary

In August 2009, the California Highway Patrol (CHP) Arrowhead Area began a regional policing program, “Arrive Alive” Sober Driving Coalition Program on State Routes (SR) 18/38/330 corridors within the mountains of San Bernardino County (Appendix A). The program was two-fold in order to combat increases in the number of deaths and injuries resulting from alcohol-involved fatal and injury (reportable) traffic collisions on the SRs 18/38/330 corridors and driving under the influence (DUI) arrests. Alcohol-involved fatal traffic collisions are one of the leading causes of traffic deaths.

The Arrowhead Area has 418 miles of jurisdictional responsibilities of Big Bear City, Big Bear Lake, Crestline, Angelus Oaks, Lake Arrowhead, Lake Gregory, Running Springs, and Twin Peaks. The state highways and county roads vary in elevation from 1,500 to over 8,000 feet and are rural, curving, mountainous, two-lane state highways and county roads. Snow and icy conditions and severe fog during the winter months present traffic safety challenges to the command. In good or bad weather, the CHP experiences a major influx of tourist traffic on weekends with 8 million visitors annually, creating unique traffic concerns.

The rural SRs 18/38/330 corridors traverse between Lake Arrowhead and Big Bear Lake and are located within proximity of business establishments serving alcohol. Alcohol is also consumed by visitors at nearby campgrounds and ski resorts patronized by local residents and out of town tourists. Law enforcement officers from the CHP and the San Bernardino County Sheriff’s Department (SBSD)

have responded to complaints of motorists consuming alcoholic beverages, driving while impaired, and illegal drug dealing in the parking lots of ski resorts, bars, restaurants, lakes, and public campgrounds.

2. Description

The CHP Arrowhead Area has patrol responsibilities for a combined 113 miles of SRs 18/38/330 corridors. Highways in this area are major corridors for commuter traffic traveling to and from work, commercial vehicles, and tourists traveling the urban counties of San Bernardino, Riverside, Los Angeles, Orange, and San Diego. On weekends, the SRs 18/38/330 corridors become noticeably congested with out-of town drivers traveling to and from local ski resorts, hotels, tourist centers, and campgrounds between Lake Arrowhead and Big Bear Lake.

The CHP Arrowhead Area incorporated the scanning, analysis, response, and assessment model within its operational plan and implemented a community-based, “corridor approach” to reduce the number of victims killed and injured in reportable DUI traffic collisions.

A. Scanning

In March 2008, the CHP submitted a DUI traffic safety corridor proposal as part of its departmental contribution to the state’s Highway Safety Plan (HSP). The HSP is a document prepared by the Office of Traffic Safety (OTS) which designates how California proposes to spend federal highway safety funds. In October 2009, the CHP received OTS approval and initiated a review of problematic state highways with high death and injury rates attributed to alcohol-involved reportable collisions within CHP jurisdiction.

The process for selecting DUI safety corridors involved gathering statistical information from the CHP Statewide Integrated Traffic Records System (SWITRS), California Department of Transportation (Caltrans), CHP Areas, and regional traffic safety stakeholders. The CHP Research and Planning Section (RPS) solicited for corridor recommendations from field commands and received 23 potential corridors, including SRs 18/38/330 from CHP Arrowhead Area. Based on a three-year analysis of alcohol-involved collision and victim data, daily traffic volumes, local support, and mileage death and injury rates for each corridor, the rankings were forwarded to CHP Executive Management for review. On August 5, 2009, they selected CHP Arrowhead Area's submission of the SRs 18/38/330 corridors in San Bernardino County.

In November 2009 and February 2010, the CHP Arrowhead Area received letters of support from Snow Valley Mountain Resort, the San Bernardino County District Attorney's Office, and the SBSB. On May 18, 2010, a CHP, RPS grant coordinator from Sacramento conducted a strategic planning meeting with CHP Arrowhead Area staff and distributed an operational plan. The operational plan included program goals, objectives, method of procedure, enforcement operations, personnel overtime allocations, allied agency contractual timelines, and budget. The RPS project coordinator requested a list of potential task force (TF) members and scheduled TF meetings. On July 10, 2010, the CHP Arrowhead Area obtained an approved county resolution from the San Bernardino County Board of Supervisors (Appendix B).

B. Analysis

In addition to retrieving alcohol-involved reportable collision data, the CHP and Caltrans calculate the numbers of traffic collisions with a term called “million vehicle miles,” which measures the actual vehicle miles traveled daily on the state’s highways. The agencies are able to calculate the ratio of traffic collisions to traffic volumes to determine the odds of a motorist getting into a traffic collision on a particular highway. Between 1999 and 2009, the SR 18 corridor had one of the highest mileage death and injury rates with 98 traffic deaths and 2,100 injury collisions.

The calculations also revealed the SR 18 corridor had 0.62 reportable collisions per million vehicle miles and was more than double the rate of traffic collisions by volume than the SR 60 corridor, an urban four-lane freeway between Ontario and Beaumont in San Bernardino County.

From 2006-2008, SWITRS data reflected a total of 116 alcohol-involved reportable collisions on the combined SRs 18/38/330 corridors, resulting in 11 deaths and 151 injured people. During this same period, the number of DUI arrests also increased from 141 DUI arrests in 2006, 134 DUI arrests in 2007, and 169 DUI arrests in 2008. The CHP Arrowhead Area commander, with assistance from the RPS grants project coordinator, implemented the Arrive Alive Sober Driving Coalition Program on August 1, 2010, and ending on July 31, 2011, to address the loss of life and persons seriously injured in alcohol-involved reportable collision and positively impact traffic safety within the mountain communities.

C. Response

To accomplish the mission of changing driver behaviors and societal attitudes of driving while impaired, the CHP Arrowhead Area commander used the Department's "corridor approach" and established a multidisciplinary TF comprised of local community members, media, and representatives from local, county, state, and federal government agencies and the private sector (Appendix C). On July 27, 2010, the CHP Arrowhead Area commander convened the TF and conducted a press conference to announce formation of the Arrive Alive Sober Driving Coalition Program. The CHP also collaborated with advocates from Mothers Against Drunk Driving (MADD), schools, public health departments, media, and courts in San Bernardino County.

The CHP Arrowhead Area collaborated with local courts, the San Bernardino County District Attorney's Office, and the San Bernardino County Probation Department on deterrence countermeasures which included: 1) Enforcing the laws authorized by the California Vehicle Code, Penal Code, and the Health and Safety Code; 2) Prosecution and adjudication; and 3) DUI offender treatment, monitoring, and control. These strategies helped to prevent repeat DUI offenders.

From August 1, 2010, through July 31, 2011, the CHP deployed officers on enhanced law enforcement patrols on the SRs 18/38/330 corridors. The CHP also contracted with SBSB to provide roving law enforcement patrols for impaired drivers. The CHP Arrowhead Area public information officer (PIO) coordinated a bilingual, anti-DUI public awareness campaign for local residents and out-of-town drivers to inform and establish positive social norms that make driving while impaired unacceptable. The

public awareness strategy also included anti-DUI presentations specifically tailored for teens, new drivers, and employees of local ski resorts, bars, restaurants, and liquor stores.

The CHP Arrowhead Area also enlisted officers from two SBSB substations, Twin Peaks and Big Bear Lake, to collaborate on the Arrive Alive Sober Driving Coalition Program. The collaborative effort resulted in high-visibility law enforcement patrols of impaired drivers and five sobriety checkpoints. This strategy provided an outstanding example of the CHP and allied agencies working together to focus on DUI problems by establishing positive networking, combining resources, establishing rapport with local residents and business owners, educating teens about the dangers of drinking and driving, and providing a visible presence at public events to discourage impaired driving behaviors.

The TF members assessed the 2006-2008 SWITRS data of alcohol-involved reportable collisions. The collision data included driver ages, genders, and details to determine local or out-of-town drivers. The collision data was sorted by highest months, days of week, and hours of day to determine “hot spot” locations on SRs 18/38/330. The TF established goals, identified problems, and provided recommendations to change impaired driving behaviors, and the CHP Arrowhead Area implemented feasible short and long-term recommendations for traffic safety (Appendix E).

D. Assessment

The CHP Arrowhead Area achieved overwhelming success and is reporting one victim killed, as compared to four, in 2008 (a 75 percent decrease), and 28 victims, as compared to 70, injured in 2008 (a 60 percent decrease), in alcohol-involved reportable collisions on the combined SRs 18/38/330 corridors (Appendix F). Overall, the 2008 SWITRS data for the SRs 18/38/330 corridors reflects 232 total reportable collisions (including alcohol-involved) and resulted in eight deaths and 357 victims injured. By 2010, there were 162 total reportable collisions (a 30 percent reduction) and resulted in three deaths (a 62 percent reduction), and 213 victims injured (a 40 percent reduction) (Appendix F). For 2011, the SWITRS data for all reportable collisions and victims is pending.

- Regardless of the funding source, the CHP's overtime activities were restricted as a result of former Governor Arnold Schwarzenegger's Executive Order S-08-10. Therefore, the CHP deployed regular road patrols on SRs 18/38/330 and supplemented the alcohol-involved collision reduction effort through its allied agency contract with the SBSB. The contract was unaffected by the overtime restrictions and SBSB officers conducted roving patrols for impaired drivers. On March 1, 2011, the CHP received approval to reactivate its enhanced enforcement activities and OTS also approved an extension request of grant-funded enforcement activities to September 30, 2011. The CHP Arrowhead Area PIO conducted press interviews to regenerate public awareness of the Arrive Alive Sober Driving Coalition Program and informed the public and established positive social norms that make driving while impaired unacceptable.

- The CHP has policy and procedures in place to measure the effectiveness of alcohol-involved reportable collision reduction efforts. The program was based on a three-year trend analysis of 2006-2008 SWITRS collision data preceding the Arrive Alive Sober Driving Coalition Program. The TF assessed the trend analysis data formatted by days, times, and locations of alcohol-involved collisions, primary collision factors, weather and road conditions, including driver ages, race, and genders. Based on this data, countermeasure strategies were implemented with measurable results.
- The high visibility of CHP and SBSO officers conducting monthly saturation law enforcement patrols on the identified SRs 18/38/330 corridors, in San Bernardino County significantly contributed to the downward trend in DUI arrests and incidents.
- The CHP Arrowhead Area achieved its goal of planting a “seed” that will continue to grow and develop in order to address current and future traffic safety concerns for the communities we serve. The CHP continues to monitor any unusually high number of arrests and collisions on all jurisdictional roadways and allocate available resources in response to traffic safety problems.
- The CHP is highly receptive in listening and responding to concerns by local residents, community leaders, and business owners to promote traffic safety strategies. The CHP Arrowhead Area PIO consistently promotes traffic safety through public presentations, driver training, and attending public events.

- The OTS grant funds ended on September 30, 2011. During the final TF meeting on August 30, 2011, the TF chair informed attendees that despite the ending of grant-funded project activities, the success of this project was evidenced by the positive comments received from the public. The overwhelming response has motivated TF members to continue meeting and networking to address current and anticipated traffic safety problems.

1. The CHP's Arrive Alive Sober Driving Coalition Program was coordinated by the CHP Arrowhead Area. The concepts employed and the "corridor approach" is being implemented by other CHP commands and allied law enforcement agencies.
2. Problem-oriented policing was the main theme in all CHP and SBSB law enforcement officer briefings. The law enforcement community responded swiftly to complaints from the public and local businesses of DUI motorists.
3. For the law enforcement community, the opportunity to participate in a proactive traffic safety program in collaboration with the SBSB, the Department of Alcohol and Beverage Control (ABC), San Bernardino County District Attorney's Office, and the San Bernardino County Probation Department makes the SRs 18/38/330 corridors safer for the communities they served. In pursuance of the obligations, no additional incentives were interpreted as a requirement, formal or informal, that officers issued a specified or predetermined number of DUI arrests or citations. Anti-DUI public education remained a top priority.

4. The CHP Arrowhead Area involved its local communities and incorporated the “corridor approach” and the four Es: Enforcement, Education, Engineering, and Emergency Services and Response. These strategies enabled the law enforcement community to meet its challenge of removing impaired drivers from the SRs 18/38/330 corridors. Public education was focused on intervention, changing driver behaviors regarding alcohol and drug consumption, and stressing sober driving on the roads and highways within the local communities.
5. The CHP conducted five sobriety checkpoints and disbursed anti-DUI public education items to motorists. The CHP and SBSO officers were also paired on roving law enforcement patrols. Open communication was established between allied agencies by utilizing the incident command system and sharing radio communication devices. Prior to special enforcement unit deployments, attendance at briefings was required and available DUI statistics and officer safety information was disseminated to all participants.
6. The CHP received and managed OTS grant monies. The expenditures of the grant were kept within the authorized funding allocation.

Enforcement Countermeasures

Through enhanced enforcement and an aggressive, bilingual anti-DUI public education campaign effort, combined with collaboration with SBSO sobriety checkpoints and roving impaired driver patrols, provisional data suggests the goals set for decreasing

alcohol-involved collision victims were accomplished. The grant provided for over 3,320 overtime hours and deployed CHP Arrowhead Area and SBSB officers on roving impaired driver patrols and sobriety checkpoint operations dedicated to eliminating the public safety threat of alcohol-involved incidents and collisions on the SRs 18/38/330 corridors. Other TF strategies included:

A total of 35 DUI roving enforcement patrols for impaired drivers resulted in 48 DUI arrests, 24 non-DUI arrests, 199 verbal warnings, 13 stored vehicles, and 568 citations issued primarily for speeding, seat belt and child safety seat violations, stop signs and signals, wrong side of road, improper turning movement, and miscellaneous traffic violations. A total of five grant-funded sobriety checkpoint operations were conducted with SBSB during grant operations. The checkpoints resulted in the combined screening of 7,267 vehicles, 113 field sobriety tests, 29 DUI arrests, and 3 vehicles impounded.

Education Countermeasures

Officer Benjamin Baker, CHP Arrowhead Area PIO, was the lead coordinator and implemented a bilingual, anti-DUI public awareness campaign to inform the public and establish positive social norms that make driving while impaired unacceptable. He provided press interviews to promote the Arrive Alive Sober Driving Coalition Program and coordinated presentations at local schools, ski resorts, seasonal concerts in the park, festivals, open houses, and business training meetings in Lake Arrowhead, Twin Peaks, Blue Jay, Cedar Glen, Rim Forest, Sky Forest, Running Springs, Rim of the World, and Big Bear Lake.

As part of its public education and awareness campaign, CHP Arrowhead Area issued press releases, a “kick off” press conference, and numerous media interviews to keep the public informed of the enhanced law enforcement patrols for impaired drivers. The amount of media coverage was positive. During TF meetings, local media members regularly reported on the status of program goals, objectives (Appendix G), public education, enforcement activities, and alcohol-involved collision and victim data. Favorable news articles were also published in local newspapers and posted on Internet news sites such as Bear Valley News, Big Bear Grizzly.Net, Mountain News, San Bernardino Sun, Big Bear Lake Fire Department, and the Snow Valley Ski Resort.

The CHP Arrowhead Area officers distributed grant-funded, wallet-sized cards and posters (Appendix I), printed in English and Spanish, containing the Arrive Alive Sober Driving Coalition TF logo, anti-DUI traffic safety messages, and the telephone numbers of local taxis and emergency service providers. Task force members did their part and saturated the mountain communities with the Arrive Alive informational cards and posters to raise awareness specifically to local residents and out-of-town motorists, commercial truck drivers, visiting ski resorts, campgrounds, and lakes. The Big Bear Lake Resort Association also supported the Arrive Alive campaign by including a safety message in their automated reservation confirmation telephone calls. The message advised visitors the CHP and SBSA were aggressively seeking impaired drivers and encouraged visitors to designate drivers or use the local taxis.

The dangers of using alcohol and drugs were highly emphasized in Officer Baker’s public education and awareness campaign specifically tailored for teens during high school driver safety presentations and sporting events. Anti-DUI educational materials

were also distributed at visitor centers, sobriety checkpoints, and public events held in local communities. Officer Baker also discussed the Designated Driver Program and the consequences of DUI to teens at local junior high and high schools and local business employee training days. Upon conclusion of the program, Officer Baker conducted over 27 anti-DUI traffic safety presentations to approximately 85,438 people in San Bernardino County (Appendix G).

Engineering Countermeasures

The Caltrans, District 8, is one of the strongest supporters of the Arrive Alive Sober Driving Coalition Program. In December 2010, severe winter storms washed out three sections of SR 330 and resulted in a major road closure for local commuters and out-of-town drivers. The Caltrans, District 8 public information officer (PIO), Ms. Terri Kasinga, who also participated as a TF member provided daily and weekly media releases with alternate route information to raise the level of public awareness for safety on alternate corridors. The SR 330 corridor was expected to be closed until January 2013; however, Caltrans took extraordinary steps with its contracting partners on the roadway improvements, and SR 330 was reopened to the public on June 17, 2011 (Appendix H).

The CHP Arrowhead Area utilized public education strategies, enhanced law enforcement patrols, emergency fire and medical response, and traffic safety engineering to address traffic safety issues specific to the SRs 18/38/330 corridors. The TF members reflected individuals and organizations most impacted by the number of alcohol-involved collision victims occurring within their mountain communities. The law enforcement

community concluded the causative factors of alcohol-involved collisions were oftentimes the direct result of an individual driver or pedestrian, and not a result of roadway engineering.

Emergency Medical Services (EMS)

Research and experience of emergency physicians, trauma specialists, and other Emergency Medical Service (EMS) providers have long recognized that trauma patient outcomes are best when patients, including motor vehicle collision victims, are identified, transported, and cared for at a medical facility within the “golden hour.” The golden hour is the standard used to measure the effectiveness of EMS. The Big Bear Lake Fire Department, Running Springs Fire Department, Crest Forest Fire Protection District, and the United States Forest Service are credited with ensuring prompt and effective EMS to collision victims, including pedestrians, were accomplished through the following:

- Reliable and accessible communications.
- Adequately trained personnel.
- Lifesaving medical and rescue equipment.
- Safe, reliable, and rapid emergency transportation.
- Public information and education.
- Problem identification and evaluation.

Prevention, Intervention, Communication, and Outreach Countermeasures

The law enforcement community teamed with MADD and local representatives from Rim Family Services, Hearts and Lives, and Breakthrough TF-Big Bear Recovery

Program to promote the Arrive Alive Sober Driving Coalition Program and offered intervention services to the public. Their mission for saving lives included alcohol and drug treatment to reduce dependency or addiction, education programs, social services, and promote awareness to eliminate the dangers of impaired driving to the general motoring public.

Historically, the average cost of alcohol-involved collision victims cost the public approximately \$114 billion a year nationwide. Likewise, the California Department of Alcohol and Drug Programs reports each individual DUI arrest costs approximately \$8,500 and excludes an additional \$5,000 for attorney fees and lost wages due to court appearances. If a community-based program prevents just one fatality, a reasonable assumption can be made that such investments returns more than ten times the monetary investment before consideration of the immeasurable cost of personal pain and suffering. Therefore, a nexus existed between Arrive Alive Sober Driving Coalition Program's strategies and countermeasures that worked to achieve an overall reduction of alcohol-involved collision victims on the targeted SRs 18/38/330 corridors.

On July 29, 2011, the United States Department of Transportation, Office of Assistant Secretary for Transportation Policy released its report, "Treatment of the Economic Value of a Statistical Life in Departmental Analyses – 2011 Interim Adjustment," increasing the cost of one traffic collision fatality from \$6.0 million to \$6.2 million. For injury collisions, the economic cost ranges from \$30,000 to \$593,000 per injured victim, depending on injury severity. Accordingly, any reduction in reportable collisions provides societal and economic benefit (http://regs.dot.gov/docs/Value_of_Life_July_29_2011).

Through town hall meetings and public events, the CHP Arrowhead Area's commitment was evidenced by residents and community leaders being consulted on traffic safety issues and trends which

impact their local mountain communities. A community-based TF enabled the CHP Arrowhead Area staff to assist community, local, and state government leaders with the development of meaningful traffic safety strategies. With federal grant funding from the OTS, the Arrive Alive Sober Driving Coalition TF focused on enforcement, public awareness and education, engineering, and emergency medical services response to address the problem of impaired drivers on the SRs 18/38/330 corridors.

Through collaborative efforts, motorists were made aware of the effects of impaired driving and encouraged to utilize local taxi services or designated drivers to promote traffic safety. Local transportation planners from Big Bear Lake and Lake Arrowhead collaborated with Caltrans, District 8, and the San Bernardino Associated Governments (the transportation planning agency for San Bernardino County) to identify funding and improve the roadway corridors on which they drive for safety. When incidents occurred, the CHP Arrowhead Area collaborated with city and county fire departments, including the United States Forest Service, for emergency medical services. Local media attention also engaged the community and encouraged partnerships for improving traffic safety.

The grant's strategy was to create a focused TF effort, combining existing educational programs and the aggressive enforcement of DUI laws to reduce alcohol-involved reportable traffic collisions on the SRs 18/38/330 corridors. Grant-funded enforcement activities included sobriety/driver license checkpoint operations with allied law enforcement agencies. The education aspect of this program included the distribution anti-DUI wallet-sized cards and posters printed in English and Spanish with the logo, anti-DUI traffic safety messages, DUI arrest fines, and the local telephone numbers of emergency service providers and taxi services.

Discouraging the abuse of alcohol and drugs was highly emphasized in the bilingual public education and awareness campaign specifically tailored for teens during high school safety presentations

and sporting events. The anti-DUI education materials were also distributed at mountain ski resorts, forestry and lake visitor centers, festivals, seasonal concerts in the park, and public events held in local communities. The CHP Arrowhead Area PIO also discussed the Designated Driver Program during anti-DUI traffic safety presentations at public events, schools, and local business employee training days.

The community-based support from local residents and business leaders are combined with the efforts of traffic safety advocates, health care professionals, judiciary, and law enforcement to stay focused on removing impaired drivers on roads and highways within their communities. The collaboration is vital to the well-being of residents, business leaders, law enforcement officers, and traffic safety advocates, including visitors, who are passionate about saving lives. The CHP Arrowhead Area continues its vigilance of monitoring traffic collision and DUI arrest trends. Officers are deployed on impaired driver enforcement patrols within the jurisdiction of ski resorts, hotels, campgrounds, visitor centers, lakes, and local businesses.

The CHP and Caltrans PIOs provide reminders to the motoring public not to “Drink and Drive” during daily and weekly traffic, roadway, and weather condition updates. Officers from CHP and SBSB attend as many public events as possible to provide a law enforcement presence. Prior to major holidays, the CHP Arrowhead Area and SBSB issue media releases warning motorists not to drink and drive, to plan ahead, designate nondrinking drivers, refrain from speeding, and utilize occupant restraints.

The CHP and TF members remain committed to saving lives and promoting the anti-DUI awareness and public education component. The CHP Arrowhead Area PIO remains focused on deterring underage drinking behaviors through media interviews, anti-DUI traffic safety presentations, and combining resources with allied agencies to distribute anti-DUI literature. Officer Baker attends community events and stresses the sober driving traffic safety message during employee training days at

local businesses and senior centers on alcohol, including drugs (illegal, over-the-counter, and prescription medications).

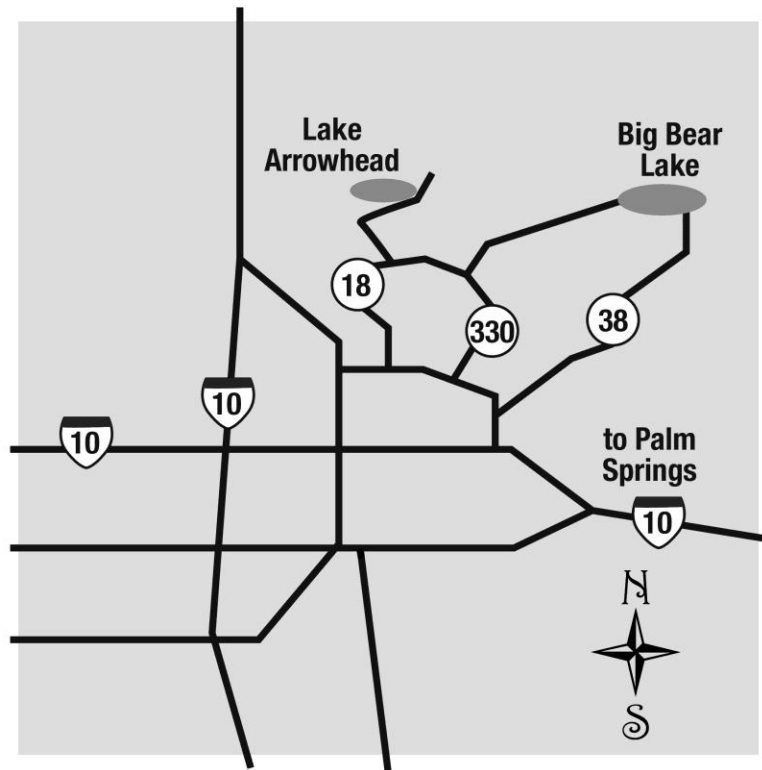
The ABC investigators based in San Bernardino County conduct ABC license compliance checks at local restaurants, bars, and liquor stores. As needed, merchants are encouraged to contact the CHP or ABC for intoxication recognition training for wine tasting servers and workers at local bars and restaurants. The CHP Arrowhead Area has commercial mobile road enforcement officers available to conduct random inspections of tour buses, vans, and limousines for compliance of transportation safety regulations.

In conclusion, CHP Arrowhead Area achieved their goals of reducing the number of alcohol-involved collision victims. Statistics and real-life experiences have demonstrated the effectiveness of this program. With continued community support and input, CHP Arrowhead Area has created a traffic safety legacy for saving lives. During the program's last TF meeting on August 30, 2011, CHP Arrowhead Area commander, Lieutenant Rick Sanders, recommended to continue TF meetings to promote traffic safety and combine resources to eliminate the public safety threat of impaired drivers. The CHP continues to be a proactive, community-oriented agency within the mountain communities of San Bernardino County.

3. AGENCY AND OFFICER INFORMATION

Project Contact Information:	Key Project Team Member
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**“Arrive Alive” Sober Driving Coalition Task Force Meeting
State Routes 18/38/330 Corridors and Inland Empire Region of
San Bernardino County**



**“Arrive Alive” Sober Driving Coalition Task Force Meeting
San Bernardino County Board of Supervisors Resolution – July 13, 2010**





**“Arrive Alive” Sober Driving Coalition Task Force
Established – July 27, 2010**

Lieutenant Rick Sanders	CHP Arrowhead Area, TF Chair
Officer Benjamin Baker	CHP Arrowhead Area Public Information Officer (PIO)
Mr. Rod Ballard	Big Bear Lake Fire Department
Lieutenant Mike Beliki	San Bernardino County Sheriff’s Department (SBSD), Big Bear Station
Ranger Brad Burns	United States Forest Service
Sergeant Tom Bradford	SBSD Twin Peaks Station
Ranger Richard Gonzales	United States Forest Service
Ms. Virginia Gautier	Mothers Against Drunk Driving (MADD), San Bernardino County
Mr. Dave Henderson	Rim-of-the-World.Net
Mr. Terry Hibbard	Security Director Lake Arrowhead Resort & Village
Ms. Deanne Johanson	Big Bear Lake Fire Department
Ms. Terri Kasinga	California Department of Transportation (Caltrans), District 8
Sergeant Bryan Lane	SBSD Twin Peaks Station
Ms. Mary Lanyon	Mountain News Agency
Mr. Dennis Labadie	Alphenhorn News Media
Captain Mike Maltby	Big Bear Lake Fire Department
Mr. Phillip Mosley	Big Bear Lake Community Service District
Ms. Colleen Myers	Rim Family Services
Ms. Cheryl Nagy	Hearts and Lives
Ms. Donna Newlin	Snow Valley Ski Resort
Captain Tony Nicassio	SBSD Twin Peaks Station
Mr. Mike Olsen	Running Springs Fire Department
Ms. Kali Robinson	MADD, San Bernardino County
Ms. E. T. Russell	Big Bear Lake Channel 6 News Agency
Ms. Bonnie Shaffer	Breakthrough TF-Big Bear Recovery Program
Chief Michael Sherman	Crest Forest Fire Protection District
Ms. Leslie Sullivan	CHP Research and Planning Section, Sacramento
Sergeant Salvador Suarez	CHP Arrowhead Area
Ms. O’phelia Torpey	CHP Research and Planning Section, Sacramento
Mr. Jeff Willis	Big Bear Lake Fire Department
Mr. Chuck Wyatt	Security – Lake Arrowhead Resort & Village
Mr. Haissam Yahya	Caltrans, District 8
Mr. Bob Yomans	Crestline Chamber of Commerce

**“Arrive Alive” Sober Driving Coalition Program Task Force
Program Objectives for Goal Accomplishment – July 27, 2010**

1. The California Highway Patrol (CHP) Executive Management selected SRs 18/38/330 corridors on August 5, 2009.
2. In November 2009, the CHP received letters of support from Snow Valley Mountain Ski Resort, the San Bernardino County Sheriff’s Department (SBSD), and the San Bernardino County District Attorney’s office.
3. On May 18, 2010, a CHP, Research and Planning Section (RPS) grant coordinator from Sacramento conducted a strategic planning meeting with CHP Arrowhead Area staff and distributed an operational plan which included program goals, objectives, method of procedure, enforcement operations, personnel overtime allocations, allied agency contractual timelines, and budget. The RPS, Coordinator Safety Program Unit (CSPU) coordinator requested a list of potential Task Force (TF) members and a meeting date for convening the TF for their first meeting by August 2010.
4. On July 10, 2010, the CHP Arrowhead Area obtained an approved county resolution from the San Bernardino County Board of Supervisors (Appendix B).
5. On July 27, 2010, Lieutenant Rick Sanders, CHP Arrowhead Area commander, convened members for their first TF meeting, established program goals, and identified six factors, including conditions and behaviors, negatively impacting traffic safety on the SRs 18/38/330 corridors. The TF recommended enhanced roving patrols, probationary Driving Under the Influence (DUI) offender residence checks, compliance of ABC business licenses, and a bilingual public awareness campaign. The campaign included public information officer (PIO) anti-DUI traffic safety presentations were specifically tailored to teens, local residents, and out-of-town drivers. Following the meeting, TF members participated in a press conference event to kick-off the “Arrive Alive” Sober Driving Coalition Program. The TF members convened for additional meetings on November 9, 2010; March 29, 2011; June 28, 2011, and August 30, 2011.
6. From August 1, 2010, to September 30, 2011, the CHP Arrowhead Area and SBSBD officers conducted saturation law enforcement patrols for impaired drivers on the SRs 18/38/330 corridors. Officer Benjamin Baker, CHP Arrowhead Area PIO, coordinated an aggressive, anti-DUI public awareness campaign targeting local and out-of-town drivers. The CHP and TF members actively promoted the Arrive Alive Sober Driving Coalition traffic safety message by distributing wallet-sized cards and posters produced in English and Spanish. The items displayed the TF logo, anti-DUI traffic safety messages, and the local telephone numbers for taxis and emergency services. The items were distributed at local businesses, schools, festivals, concerts, car shows, and open house events within their communities. Officers also distributed the cards to motorists driving through sobriety checkpoints and during enforcement stops. Officer Baker conducted over 27 anti-DUI traffic safety corridor presentations which reached approximately 85,438 people in San Bernardino County.

**“Arrive Alive” Sober Driving Coalition Program Task Force
Identified Driving Under the Influence Behaviors – July 27, 2010**

Driving Under the Influence Behaviors	Short- and/or Long-Term Solutions	Date Identified
1. DUI in general.	<p>Sergeant Salvador Suarez, California Highway Patrol (CHP) Arrowhead Area, coordinated with the San Bernardino County Sheriff’s Department (SBSD), and deployed officers on roving law enforcement patrols for impaired drivers on SRs 18/38/330. Officer Benjamin Baker, CHP Arrowhead Area PIO, provided anti-DUI public awareness and education to the motoring public through press releases and media interviews.</p> <p>Investigators from the California Alcoholic Beverage Control (ABC) conducted business license checks and provided ABC license training at local businesses within the mountain communities. The CHP, SBSBD, and ABC law enforcement officers promoted the CHP Designated Driver Program during their attendance at community events and safety fairs, along with other anti-DUI programs supported by various state and local agencies. The San Bernardino County District Attorney’s office provided courtroom technique training for DUI-involved traffic collision cases to Arrowhead Area during officer training days.</p>	7/27/2010
2. DUI violations by local residents.	The CHP and SBSBD conducted five sobriety checkpoints and deployed roving patrols to apprehend violators and deter DUI violations through high visibility.	7/27/2010
3. DUI violations by out-of-town drivers.	Officer Baker provided anti-DUI public awareness and education to the motoring public through press releases and media interviews for motorists traveling to/from mountain resorts, shopping centers, lakes, and recreation centers. The CHP and SBSBD conducted enhanced roving law enforcement patrols on SRs 18/38/138.	7/27/2010
4. Underage DUI.	The CHP conducted DUI TF operations with allied agencies and local high schools to educate, deter, and/or apprehend DUI violators. During normal duties, ABC investigators conducted random business license checks in Big Bear Lake and Lake Arrowhead. Officer Baker discussed the Arrive Alive corridor during an Every 15 Minutes Program at Big Bear High School and distributed grant-funded education items prior to graduation ceremonies in the spring of 2011.	7/27/2010
5. Human Behavior.	The CHP and SBSBD officers provided enhanced, roving law enforcement patrols. The officers provided anti-DUI public awareness and education to the motoring public during enforcement stops and seven sobriety checkpoint events. During enforcement stops, the officers both issued traffic citations or verbal warnings and distributed grant-funded anti-DUI education items.	7/27/2010
6. Occupant Restraints.	The CHP and SBSBD regularly issued traffic safety media releases which included the use of occupant restraints by drivers and passengers. During regular and enhanced law enforcement patrols, officers ensured drivers and passengers utilized occupant restraints. Officer Baker also discussed the use of occupant restraints during media interviews and during presentations at schools, community fairs, and public events.	7/27/2010

**“Arrive Alive” Sober Driving Coalition Program Task Force
Goal Measurement Process of Victims Killed and Injured in
State Routes 18/38/330 Reportable Alcohol-Involved Reportable Collisions
August 1, 2010, through July 31, 2011**

DUI Safety Corridor – Arrowhead Area		Data Set Number: SRs 18/38/330 DUI Stats #901281.DIS		
Goals quantified on: 9-30-10				
Quantified goal statements:				
Goal 1: To reduce or maintain the number of fatal victims on Corridor 3 attributed to alcohol-involved fatal collisions from 4 to 3 as compared to the same months from January 1, 2008, through December 31, 2008.				
Goal 2: To reduce the number of injured victims on Corridor 3 attributed to alcohol-involved injury collisions from 70 to 63 as compared to the same months from January 1, 2008, through December 31, 2008.				
Corridor Description: SR-18 in San Bernardino County (PMs 9.15 – 65.19) SR-38 in San Bernardino County (PMs 14.99 – 59.39) SR-330 in San Bernardino County (PMs 30.63 – 44.11)				
Reporting Period		Actual		
	Fatal Victims Goal: 4 to 3	Injured Victims Goal: 70 to 63	2008 Base Killed Injured	
August 2010	1	1	0	2
September 2010	0	0	0	7
October 2010	0	7	1	7
November 2010	0	6	0	6
December 2010	0	1	0	6
January 2011	0	5	0	4
February 2011	0	2	1	13
March 2011	0	3	1	10
April 2011	0	0	0	0
May 2011	0	2	1	3
June 2011	0	1	0	3
July 2011	0	0	1	9
Totals	1	28	4	70
Number of Fatalities/Injuries during 2008 Base Period Experienced for the Same Months.	4	70		
To Date Total +/- Difference from Base Period.	-3	-42		
To Date Totals % Difference from Base Period.	-75%	-60%		

All Reportable Collisions and Victims – SRs 18/38/330 Corridors

Years	Collisions		Victims	
	Fatal	Injury	Killed	Injured
2008	8	224	8	357
2009	3	178	3	264
2010	3	159	3	213
Total	14	561	14	834

**“Arrive Alive” Sober Driving Coalition Program Task Force
California Highway Patrol Anti-Driving Under the Influence Traffic Safety Presentations
August 1, 2010, through September 30, 2011**

Month/Year	Location	Number of Attendees
August 2010	Rim of the World Traffic Anti-Driving Under Influence (DUI) Safety Presentation	75
	National Night Out Anti-DUI Safety Booth, Arrowhead Area	10
	Mountain Top Days Anti-DUI Safety Booth, Running Springs	200
September 2010	Law Enforcement Appreciation Night, Big Bear Lake	60
	Start Smart Class Anti-DUI Traffic Safety Presentation, Big Bear Lake	17
	Grizzly Bear Run Anti-DUI Safety Booth, Big Bear Lake	100
October 2010	Moonridge Zoo – Boo in the Zoo, Big Bear Lake	100
November 2010	Kawanis Club Meeting, Running Springs	30
December 2010	Hoffman Elementary School Fall Festival and Anti-DUI Safety Booth, Running Springs	6
	Channel 6 Television Station regarding anti-DUI, new laws, and the Arrive Alive Sober Driving Coalition Program.	25,000
January 2011	AVOID-San Bernardino County pre New Year’s Day holiday news interview with local mountain television stations	25,000
February 2011	AVOID-San Bernardino County pre-Super Bowl Sunday news interviews with local mountain television stations	25,000
March 2011	Every 15 Minutes Event meeting, Arrowhead Area	6
April 2011	Mountain Mutual Aid Presentation, Arrowhead	20
	Start Smart Class, Arrowhead Area	17
May 2011	“Tuff Mudder” Anti-DUI Safety Booth, Snow Valley	5,000
June 2011	Every 15 Minutes Program Crash Site, Distribute “Arrive Alive” Education Items, Big Bear High School	500
	Every 15 Minutes Program Assembly, Distribute “Arrive Alive” Education Items, Big Bear High School	900
	Anti-DUI Information Booth, Festival of the Forest Event, Running Springs	100
	Motorcycle/Anti-DUI Safety Booth, Big Bear Chopper Event, Snow Summit	800
July 2011	Anti-DUI Information/Car Seat Inspection Booth, Crestline Rotary	20
August 2011*	Anti-DUI Information/Car Seat Inspection Booth, Big Bear Lake Air Fair	1,000
	Anti-DUI Information/Car Seat Inspection Booth, Health/Safety Fair, Crestline	200
September 2011*	Pre-Labor Day Sobriety Checkpoint Event, Running Springs	777
	Anti-DUI Information Booth, Lake Arrowhead Village (Labor Day)	200
	Anti-DUI Information/Distracted Driver Booth, Fawnskin Car Show	100
	Anti-DUI Information/Distracted Driver Booth, Rim High School Car Show	200
Total		85,438

*On March 4, 2011, the CHP received OTS approval to extend the original ending date from July 31, 2011, to September 30, 2011.

**“Arrive Alive” Sober Driving Coalition Program Task Force
Engineering – December 2010 and June 2011**



In December 2010, a section of SR 330 was washed away during severe winter snowstorms prompting a six-month complete highway closure by Caltrans. It was cause for celebration as SR 330 reopened months ahead of schedule to traffic on June 17, 2011. Mr. Ray Wolfe, Caltrans District 8 Director, Assemblyman Paul Cook, Caltrans Commissioner Joe Tavaglione, Assemblyman Tom Donnelly, United States Forest Service Supervisor Jody Noiron, California Highway Patrol (CHP) Lieutenant, Rick Sanders, CHP Arrowhead Area Commander, and others cut the ribbon to officially reopen the roadway to traffic.

**“Arrive Alive” Sober Driving Coalition Program Task Force
Anti-Driving Under the Influence Educational Poster**

CALIFORNIA HIGHWAY PATROL • PATRULLA DE CAMINO DE CALIFORNIA

*Arrive
Alive*

DON'T DRINK & DRIVE



*Llegue
Con Vida*

SI TOMA, NO MANEJE

SAN BERNARDINO COUNTY • EN EL CONDADO DE SAN BERNARDINO

Alcohol and driving don't mix; set a drink limit in advance and always designate a driver.

El alcohol y el conducir no se mezclan; establezca un límite de antemano y siempre designe a un conductor.

By State law, the first DUI arrest will cost a minimum of \$13,500.

Por Ley Estatal, el primer arresto por Conducir Alcohol/Drogas (DUI, por sus siglas en inglés) le costará al menos \$13,500.

DUI collisions with injuries are charged as felonies.

Choques con heridos causados por DUI se acusan como delitos graves.

Remember to always buckle up!

Recuerde siempre abrocharse el cinturón.

Dial **911** to report a drunk driver or other emergencies such as a crime in progress, a medical emergency, or a collision blocking traffic lanes.

MARQUE el **911** para reportar a cualquier conductor ebrio o cualquier otro tipo de emergencia como el acontecimiento de un crimen, una emergencia médica o algún choque que esté obstruyendo los carriles del tráfico.

For update on highway conditions:
1.800.427 ROAD
www.dot.ca.gov



OTS
CALIFORNIA OFFICE
OF TRAFFIC SAFETY

Para recibir información actualizada sobre las condiciones de las carreteras, comuníquese con el número
1.800.427 ROAD
www.dot.ca.gov